GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:3228
ANSWERED ON:05.08.2016
Benefits of Pictorial Warnings
Gopal Dr. K.

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

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(a) whether according to World Health Organization (WHO) large and prominent health warnings have shown to be a cost effective means of increasing public awareness of the ill effects of tobacco use and in reducing tobacco consumption and if so, the details thereof;

(b) whether the Government is contemplating to introduce plain packaging of cigarettes and other tobacco products prohibiting brand colours, logos and design elements on packages to discourage tobacco consumption in the country; and

(c) if so, the details thereof and if not, the reasons therefor?

Answer

ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SMT. ANUPRIYA PATEL)
(a): As per WHO Guidelines for implementation of Article 11 of the WHO Framework Convention on Tobacco Control (Packaging and labelling of tobacco products), the health warnings and messages on tobacco product packages have shown to be a cost-effective means to increase public awareness of the health effects of tobacco use and in reducing tobacco consumption.
(b) & (c): There is no such proposal at present. However, the Government has notified the Cigarettes and Other Tobacco Products (Packaging and Labelling) Amendment Rules, 2014, dated 15th October, 2014, which, read with further notification dated 24th September, 2015 mandates specified pictorial health warnings covering 85% of the principal display area of the packages of tobacco products. The new rules have come into effect from 1st April, 2016. These rules also mandate that no messages, images or pictures that directly or indirectly promote the use or consumption of a specific tobacco brand or tobacco usage in general or any matter or statement which is inconsistent with, or detracts from, the specified health warning are inscribed on the tobacco product packages.
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